TO THE

READERS OF NEWS-PAPERS.

THE repeated complaints that have been made by the friends and ſupporters of the UNIVERSAL REGISTER, ſince its firſt eſtabliſhment, of the difficulty of obtaining that Paper from ſome of the *News-Carriers*—the various attemps to foiſt other News-Papers in its room, and the facility of thoſe miſtakes which have ſo frequently occurred under the circumſtance of the word *Regiſter* being annexed to ſo many other publications, have determined the Proprietors on the adoption of a meaſure, which they conceive will obviate ſuch impoſitions on their friends in future.

In this meaſure they comply with numerous and reſpectable ſolicitations; and therefore agree to add a firſt Title to the Paper.

This is not in the affectation of mere novelty in name; but with a view to reſcue from the baſe arts of ſubterfuge and impoſition a News-paper hitherto ſupported by a generous and diſcerning Public, and amply eſtabliſhed in general eſtimation, in ſpite of the envious efforts of intereſted competitors, whoſe annual emoluments, it is confeſſed, may have felt no inconſiderable diminution from the ſucceſs of the *Univerſal Regiſter*, and the illiberal oppoſition of narrow-minded enemies to the infant art of LOGOGRAPHY, of which it was the firſt periodical production.

In order as well to obviate every minute cauſe through which the public may be impoſed on by the agents of other Prints, as, that a Paper ever devoted to their information and amuſement on every ſubject, uſeful or intereſting, may ſtand diſtinguiſhed by a Title, at once more laconic and comprehenſive of its deſign, and leſs apt to be miſtaken for another; the Public are reſpectfully informed, that on and after the 1ſt of *January* next, it will be publiſhed under the Title of

THE TIMES;

OR

DAILY UNIVERSAL REGISTER.

The Directors are aware of the ſcope that envy and malevolence will aſſume for perverſion and miſrepreſentation from the *Titular change*.——Silent contempt is the only notice ſuch attacks can claim, or ſhall meet.

To that Public, with whom merit alone muſt form the criterion of their deſerts, the Directors will make no promiſes of literary miracles; nor will they,

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